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FROM DEPARTMENT OF ADVERTISING AND PUBLICITY, EDUCATIONAL FILM EXCHANGES INC., 370 SEVENTH AVE., NEW YORK CITY



Advertising and Publicity Letter No. 4303

March 24th, 1925.

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OCIL 21329

MERRYMAKERS Cameo Comedy

With Cliff Bowes and Virginia Vance.

Directed by Lloyd Bacon.

Cliff is the lucky one in the lottery of love and he's engaged to Virginia, a blonde who laughs at drug stores. Everything isn't peaches and cream, though, for between her father and her kid brother, a boiler factory is better place to spend an evening.

As it is the evening before their wedding, cliff decides to show Virginia a good time, and he takes her to the Blue Mouse Cafe, where they serve smelling salts with the drinks. They sock on enough cover charge to pay for the roof.

Hardly seated in the polite pirates' den, Cliff sees a disappointed rival, and there is almost a fight then and there. The boys are anything but friendly and they take it out on each other by diplomatically pulling the chairs from under each other.

Then Cliff tries to dance, but steps on a wad of Mr. Wrigley's famous jaw-exerciser and finds himself stuck to the dance floor. He pulls the bottom from his shoe trying to get loose. Then he steps in a champagne cooler, and when he kicks it off it hits his rival, which doesn't make him feel any better. Another battle starts, but the place catches fire and Cliff gets a change to soak the rival with a fire hose.

All friendship then ceases and the rival gets mad, and chases Cliff from place, but Cliff outwits and outruns him and the last seen of the happy couple they are headed for matrimony at fifty cents a mile in a taxi.

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